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FOR IMMEDIATE RELEASE

FXhome releases PhotoKey 4 and PhotoKey 4 Pro for green screen photography

Norwich, England, 25 November 2010 – FXhome has released the latest version of its award winning PhotoKey application for green screen photography. PhotoKey 4 and PhotoKey 4 Pro introduce new features and improvements including multiple layer support and fully automatic batch processing in the Pro version.

The original PhotoKey was released in 2007 and quickly found popularity among both semi-pro and professional photographers. PhotoKey 4 introduces new layer tools for crafting more sophisticated composites and PhotoKey 4 Pro is now able to process hundreds or thousands of images fully automatically. There are also several new filters and effects, finer green screen removal controls and a redesigned interface, making PhotoKey an even easier and more creative way to work with green screen photographs.

“With PhotoKey 4 and 4 Pro we wanted to make sure we were developing the best possible green screen apps for serious enthusiasts and professional event photographers,” said FXhome Communications Manager Simon Jones. “Listening to customers is often the best way to improve a product and many of the new features are based directly on comments we’ve received from people. The new version is going to make using green screen a lot simpler, especially for event photographers.”

Green screen photography is an increasingly popular technique that enables backgrounds to be digitally removed from a photo and replaced with another image. Instead of stocking a limited range of physical backings photographers can shoot against a single ‘green screen’ and build up an unlimited digital library of background images. PhotoKey 4 provides a fast and efficient way to process the green screen photographs.

PhotoKey 4 (US\$299 / £97.50) and PhotoKey 4 Pro (US\$149 / £195) are available for both Mac and Windows PC from the FXhome.com website.

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ABOUT FXHOME – FXhome is a leading software developer and consultancy firm, specialising in visual effects for video and photography and web design. A decade of experience, over 20 released software products and an internet community with over 150,000 registered members has positioned FXhome as a highly respected provider of software, filmmaking and online services.

FXhome software products for Mac and Windows PC include the award-winning visual effects series VisionLab Studio, EffectsLab Pro and CompositeLab Pro; and award-winning green screen photography products PhotoKey 4, PhotoKey 4 Pro and the PhotoKey 3 Plug-in for Adobe Photoshop. Also available are a wide range of training DVDs and stock packs for filmmakers and photographers.

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